

# Business Department: Curriculum Overview 2023-24

## Curriculum Intent:

### Business

- Students at Fullbrook study Business to improve their commercial awareness, enhance their strategic thinking and develop a greater understanding of the global business environment and how to influence it.
- This means:
- They will have a strong understanding of the internal management of an organisation along with an appreciation of external influences affecting decision-making.
- They will be able to develop knowledge and skills needed to understand how to analyse data, think critically about issues and make informed decisions.
- They will be confident in using both quantitative and qualitative skills and appreciate that, when evaluating using both can improve the robustness of a judgement.
- They will be well read and independent in their learning.
- Students will be able to articulate their thoughts, debate and discuss key issues facing the modern day business environment.

Year 10	Term 1		Term 2		Term 3		End Points
	Half Term 1 [ 13 lessons] (10A- 14 lessons 10B 12 lessons 10C 13 lessons)	Half Term 2 [ 15 lessons- all classes] <b>Mocks-November 13<sup>th</sup>-24<sup>th</sup>- some lessons affected</b>	Half Term 3 ( 11 lessons)	Half Term 4 [ 11 lessons]	Half Term 5 [12 lessons]	Half Term 6 [ 12 lessons] <b>Assessment 2-June 17<sup>th</sup>-28<sup>th</sup> -some lessons affected</b> <b>Work experience July 1-5<sup>th</sup></b>	
<b>Topic</b>	<b>Enterprise &amp; Entrepreneurship</b>	<b>Competitive environment</b>	<b>Financial Management</b>	<b>Financial Management</b>	<b>Marketing Management</b>	<b>Marketing Management</b>	
<b>Skill</b>	Exam: A01 – knowledge & Understanding Non Exam: Presentation, research	Exam: A01 Knowledge & Understanding, A03 Analysis Non Exam:	Exam: A01 Knowledge & Understanding, A03 Analysis Non Exam:	Exam: A01 Knowledge & Understanding, A02 Application, A03 Analysis Non Exam:	Exam: A01, Knowledge & Understanding, A02 Application, A03 Analysis Non Exam:	Exam: A01, Knowledge & Understanding, A02 Application, A03, Analysis, A04 evaluation Non Exam:	AO1, AO2, AO3
<b>Content</b>	<b>Enterprise and entrepreneurship</b> To include: <ul style="list-style-type: none"> <li>• Purpose of business activity</li> <li>• Role of entrepreneurs</li> <li>• Business objectives</li> <li>• Aims and objectives of start-ups</li> <li>• Types of ownership</li> <li>• Advantages and disadvantages of each type of ownership</li> </ul>	<b>Competitive Advantage</b> To include: <ul style="list-style-type: none"> <li>• Risks &amp; Rewards</li> <li>• Adding value</li> <li>• Meeting customer needs</li> <li>• Location</li> <li>• E-commerce</li> </ul>	<b>Financial Performance</b> To include: <ul style="list-style-type: none"> <li>• Financial objectives</li> <li>• Cost, revenue, profit</li> <li>• Breakeven</li> <li>• Gross profit and net profit/margins</li> <li>• ARR</li> <li>• Interest rates</li> <li>• Cash Flow</li> <li>• Difference between cash and profit</li> </ul>	<b>Sources of finance</b> To include: <ul style="list-style-type: none"> <li>• Internal &amp; External sources</li> <li>• How ownership structure affects finance</li> <li>• How finance supports the different methods of growth</li> <li>• Role in Business Plan</li> </ul>	<b>Market Research</b> To include: <ul style="list-style-type: none"> <li>• Identifying customer needs</li> <li>• Market research</li> <li>• Use of qualitative and quantitative data in market research</li> <li>• Market segmentation</li> </ul>	<b>Marketing</b> To include: <ul style="list-style-type: none"> <li>• Market Mapping</li> <li>• Marketing Mix</li> <li>• Product life cycle</li> <li>• Design Mix</li> <li>• Sales process</li> <li>• Customer service</li> </ul>	Students will have a large range of alternative business benefits, drawbacks and outcomes so they don't always relate exam answers to profit  Improvements in understanding not just knowledge
<b>Prior Knowledge Required</b>	None at beginning of year- new subject at GCSE	Half term 1 content for remember tasks					
<b>Feedback Points</b>		<b>Assessment window 1:</b> 1 hour assessment based on all content so far					<b>Students will be able to write a well-structured extended response to a</b>

<b>Key Questions (1 per topic)</b>	<ul style="list-style-type: none"> <li>Why do businesses exist?</li> <li>What motivates entrepreneurs?</li> <li>How does ownership structure effect aims and objectives?</li> <li>What is limited liability?</li> <li>How does becoming a company affect the control of a business?</li> </ul>	<ul style="list-style-type: none"> <li>What is a calculated risk?</li> <li>What are the benefits to a business of adding value?</li> <li>How does meeting customer needs lead to competitive advantage?</li> <li>How does e-commerce affect the costs of a business and the demand for its products?</li> </ul>	<ul style="list-style-type: none"> <li>How does the financial status of a business affect its objectives?</li> <li>How do the costs and revenue of a business influence the level of profit?</li> <li>Why is calculating the breakeven point important necessary for a business?</li> <li>What is the difference between profit and profitability?</li> <li>How does the rate of interest affect the viability of an investment project?</li> <li>Why is cash more important to a business than profit?</li> </ul>	<ul style="list-style-type: none"> <li>When would a business need external finance?</li> <li>What financial benefits would a business gain from becoming a private limited company?</li> <li>Which sources of finance are suitable for inorganic growth?</li> <li>How does a business plan help to secure finance?</li> </ul>	<ul style="list-style-type: none"> <li>What are the four main customer needs?</li> <li>Why would a business choose primary rather than secondary research?</li> <li>How does the method of data collection influence the analysis of market research?</li> <li>How does segmenting a market help a business meet customer needs?</li> </ul>	<ul style="list-style-type: none"> <li>How can a business identify a gap in the market?</li> <li>How do marketing choices influence the profitability of a business?</li> <li>When in its lifespan does a product earn the most profit for a business?</li> <li>Why would a business choose to focus on the design of a product rather than its functionality?</li> <li>How can customer service influence repeat purchases for a business?</li> </ul>	business scenario using theoretical concepts to support.
<b>Direct Vocab Instruction</b>	Enterprise Strategic Tactical Liability Security Franchise Commercial Shareholder Autonomy Dividends Royalties Scarce Intangible	Branding Promotion Monopoly Bankrupt Insolvency Obsolete Proximity Innovation Consumer Customer	Interest Investment Margin Credit Forecast	Overdraft Capital Facility Share capital	Segmentation Demographics Mass market Niche	Aesthetics Function	
<b>Standardised Homework</b>	30 minute research project that informs the following lesson.	Homework based on competitive environment covered. Will usually be in the form of short questions					

Year 11	Term 1		Term 2		Term 3		End Points
	Half Term 1 [10 lessons] (11A 11 lessons)	Half Term 2 [11 lessons] (11 A- 9 lessons) Mocks-November 23rd- December 6th-some lessons affected	Half Term 3 [8 lessons] (11D 7 lessons)	Half Term 4 [8 lessons] ( 11A -7 lessons 11C- 8 lessons 11D -9 lessons)	Half Term 5 [9 lessons]  Exams start May 9th	Half Term 6 [ lessons]	

			Mocks 2 optional-Feb 26 <sup>th</sup> - March 8 <sup>th</sup> -some lessons affected				
Topic	External factors	Challenge of Growth	Operations & Logistics	Human Resources			
<b>Skill</b>	Exam:A01, Knowledge & Understanding, A02 Application, A03 Analysis, A04 Evaluation Non Exam:	Exam: A01, Knowledge & Understanding, A02 Application, A03 Analysis, A04 Evaluation Non Exam:	Exam: A01, Knowledge & Understanding, A02 Application, A03 Analysis, A04 Evaluation Non Exam	Exam: A01, Knowledge & Understanding, A02 Application, A03 Analysis, A04 Evaluation Non Exam	Exam: Non Exam		
<b>Content</b>	<b>External Factors</b> To include: <ul style="list-style-type: none"> <li>Economy</li> <li>Impact of legislation on business</li> <li>Technology</li> <li>Globalisation</li> <li>Ethics and environment</li> <li>Stakeholders</li> </ul>	<b>Growing a business</b> To include: <ul style="list-style-type: none"> <li>Why business aims and objectives change</li> <li>Methods of business growth</li> <li>Impact of technology on building a business</li> <li>Pressure groups</li> <li>Changing the marketing mix for growth</li> </ul>	<b>Operations</b> To include: <ul style="list-style-type: none"> <li>Business operations &amp; logistics</li> <li>Methods of production</li> <li>Impact of technology on production</li> <li>Quality</li> <li>Stock control</li> <li>Role of procurement</li> <li>Relationships with suppliers</li> </ul>	<b>HR</b> To include: <ul style="list-style-type: none"> <li>Organisational structures</li> <li>Recruitment methods</li> <li>Ways of working</li> <li>Communication</li> <li>Training-formal and informal</li> <li>Motivation-Financial and non-financial</li> </ul>	<b>Revision</b>		
<b>Prior Knowledge Required</b>							
<b>Feedback Points</b>							
<b>Key Questions</b>	How does an increase in consumer spending impact the demand for a business's products? How can a rise in interest rates impact business costs? What are the consequences for business's which don't comply with the law? How does globalisation influence UK business costs? When do the increased costs of acting ethically exceed the potential benefits? What are the likely conflicts between the aims of business owners and other stakeholders?	What is the divorce of ownership and control? Why would a business choose to take over another organisation to grow? How does new technology influence the demand for a business's products? How might a pressure group influence the level of business growth? How can a business use the price of its products to improve growth?	How can logistics create a competitive advantage? How does the method of production influence the cost of a product? How can technology improve productivity? How can quality assurance improve the reputation of a business? How can JIT improve the profitability of a business? How doe the aims of a business influence their choice of supplier?	How does the structure of an organisation affect the speed of decision making? How can effective recruitment reduce the costs of a business? How can flexible working arrangements influence staff retention? How can poor communication impact the costs of a business? How can training influence the motivation of employees? In which situations will non-financial methods of motivation be most effective?			

<b>Direct Vocab Instruction</b>	Stakeholder Ethics Multinational Appreciation Imports Exports Sustainability tradeoff Recession Inflation Fairtrade Disposable	Flotation Organic merger	Logistics Procurement Assurance Productivity	Hierarchy De-centralised Culture Remuneration Enrichment Commission			
<b>Standardised Homework</b>	30 minute research project that informs the following lesson.						
<b>Year 12</b>	<b>Term 1</b>		<b>Term 2</b>		<b>Term 3</b>		<b>End Points</b>
	<b>Half Term 1</b> [19 lessons]	<b>Half Term 2</b> [22 lessons] (12A –23 lessons)	<b>Half Term 3</b> [10 lessons] ( not including mock weeks) Mocks-January 15 <sup>th</sup> -26 <sup>th</sup> - lessons affected	<b>Half Term 4</b> [ 17 lessons]	<b>Half Term 5</b> [18 lessons]	<b>Half Term 6</b> [15 lessons] Assessment 2-June 17 <sup>th</sup> -28 <sup>th</sup> -some lessons affected Have based it on students being present for 3/6  Work experience July 15-19 <sup>th</sup>	
<b>Topic</b>	<b>What is Business</b>	<b>Operations</b>	<b>Leadership &amp; Management</b>	<b>Human Resources</b>	<b>Marketing Management</b>	<b>Financial Management</b>	
<b>Skill</b>	Exam:A01, Knowledge & Understanding, A02 Application, A03 Analysis Non Exam:	Exam: A01, Knowledge & Understanding, A02 Application, A03 Analysis, A04 Evaluation Non Exam:	Exam: A01, Knowledge & Understanding, A02 Application, A03 Analysis, A04 Evaluation Non Exam	Exam: A01, Knowledge & Understanding, A02 Application, A03 Analysis, A04 Evaluation Non Exam	Exam: A01, Knowledge & Understanding, A02 Application, A03 Analysis, A04 Evaluation Non Exam:	Exam: A01 Knowledge & Understanding, A02 Application, A03, Analysis, A04 Evaluation Non Exam:	
<b>Content</b>	<ul style="list-style-type: none"> <li>Why businesses exist</li> <li>Why businesses set objectives</li> <li>The measurement and importance of profit.</li> </ul>	<ul style="list-style-type: none"> <li>The value of setting operational objectives</li> <li>Operational objectives</li> <li>External and internal influences on</li> </ul>	<ul style="list-style-type: none"> <li>Understanding management, leadership and decision making</li> <li>What managers do</li> </ul>	<ul style="list-style-type: none"> <li>Setting human resource objectives</li> <li>The value of setting human resource objectives</li> </ul>	<ul style="list-style-type: none"> <li>Setting marketing objectives</li> <li>External and internal influences on marketing objectives</li> </ul>	<ul style="list-style-type: none"> <li>Setting financial objectives</li> <li>External and internal influences on financial objectives and decisions</li> </ul>	

	<ul style="list-style-type: none"> <li>• <b>Understanding different business forms</b></li> <li>• The role of shareholders</li> <li>• Influences on share price</li> <li>• The effects of ownership on mission, objectives, decisions and performance</li> <li>• <b>Understanding that businesses operate within an external environment</b></li> <li>• How the external environment can affect costs and demand</li> </ul>	<p>operational objectives and decisions</p> <ul style="list-style-type: none"> <li>• <b>Analysing operational performance</b></li> <li>• Interpretation of operations data</li> <li>• labour productivity</li> <li>• Unit costs</li> <li>• Capacity utilisation</li> <li>• <b>Making operational decisions to improve performance</b></li> <li>• increasing efficiency and productivity.</li> <li>• The benefits and difficulties of lean production.</li> <li>• 'Just in Time' operations.</li> <li>• Difficulties increasing efficiency and labour productivity</li> <li>• How to use technology to improve operational efficiency</li> <li>• Methods of improving quality</li> <li>• The consequences of poor quality</li> <li>• Managing inventory and supply chains</li> <li>• <b>How to manage supply to match demand and the value of doing so</b></li> <li>• Influences on the amount of inventory held</li> <li>• Influences on the choice of suppliers</li> <li>• The value of outsourcing</li> </ul>	<ul style="list-style-type: none"> <li>• Types of leadership styles</li> <li>• The effectiveness of different styles of leadership</li> <li>• The value of decision making based on data (scientific decision making) and on intuition</li> <li>• The use and value of decision trees in decision making</li> <li>• Influences on decision making Influences on decision making.</li> <li>• Understanding the role and importance of stakeholders</li> <li>• Stakeholder mapping</li> <li>• How to manage the relationship with different stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>• Internal and external influences on human resource objectives and decisions</li> <li>• Soft and hard Human Resource Management</li> <li>• Analysing human resource performance</li> <li>• The use of data for human resource decision making and planning</li> <li>• Improving organisational design and managing the human resource flow</li> <li>• How managing the human resource flow helps meet human resource objectives</li> <li>• Improving motivation and engagement</li> <li>• Financial methods of motivation</li> <li>• The use of non-financial methods of motivating employees</li> <li>• Influences on the choice and assessment of the effectiveness of financial and non-financial reward systems</li> <li>• Improving employer-employee relations</li> <li>• How to manage and improve employer-employee communications and relations</li> <li>• Value of good employer-employee relations</li> </ul>	<ul style="list-style-type: none"> <li>• The value of primary and secondary marketing research.</li> <li>• <b>The interpretation of marketing data.</b></li> <li>• The value of technology in gathering and analysing data for marketing decision making</li> <li>• The interpretation of price and income elasticity of demand data</li> <li>• <b>The process and value of segmentation, targeting and positioning</b></li> <li>• Making marketing decisions: using the marketing mix</li> <li>• Influences on an integrated marketing mix</li> <li>• Understanding the value of digital marketing and e-commerce</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Analysing financial performance</b></li> <li>• The use of data for financial decision making and planning</li> <li>• <b>Sources of finance</b></li> <li>• Advantages and disadvantages of different sources of finance for short- and long-term uses</li> <li>• <b>Improving cash flow and profits</b></li> </ul>
<b>Prior Knowledge Required</b>						
<b>Feedback Points</b>						
<b>Key Questions</b>	<ul style="list-style-type: none"> <li>• How does an increase in consumer spending</li> </ul>	<ul style="list-style-type: none"> <li>• How can logistics create a competitive advantage?</li> </ul>		How does the structure of an organisation affect the speed of decision making?		

	<p>impact the demand for a business's products?</p> <ul style="list-style-type: none"> <li>• How can a rise in inflation rates impact business costs?</li> <li>• What are the consequences for business's which don't comply with the law?</li> <li>• How does globalisation influence UK business costs?</li> <li>• What are the likely conflicts between the aims of business owners and other stakeholders?</li> <li>• What is the divorce of ownership and control?</li> <li>• Why would a business choose to take over another organisation to grow?</li> <li>• How does new technology influence the demand for a business's products?</li> <li>• How might a pressure group influence the level of business growth?</li> <li>• How can a business use the price of its products to improve growth?</li> </ul>	<ul style="list-style-type: none"> <li>• How does the method of production influence the cost of a product?</li> <li>• How can technology improve productivity?</li> <li>• How can quality assurance improve the reputation of a business?</li> <li>• How can JIT improve the profitability of a business?</li> <li>• How do the aims of a business influence their choice of supplier?</li> </ul>		<p>How can effective recruitment reduce the costs of a business?</p> <p>How can flexible working arrangements influence staff retention?</p> <p>How can poor communication impact the costs of a business?</p> <p>How can training influence the motivation of employees?</p> <p>In which situations will non-financial methods of motivation be most effective?</p>			
<b>Direct Vocab Instruction</b>	<p>Stakeholder Ethics Multinational Appreciation Imports Exports Sustainability tradeoff Recession Inflation Fairtrade</p>	<p>Flotation Organic merger</p>	<p>Logistics Procurement Assurance Productivity</p>	<p>Hierarchy De-centralised Culture Remuneration Enrichment Commission</p>			

	Disposable						
<b>Standardised Homework</b>	30 minute research project that informs the following lesson.						
<b>Year 13</b>	<b>Term 1</b>		<b>Term 2</b>		<b>Term 3</b>		<b>End Points</b>
	<b>Half Term 1 [20 lessons]</b>	<b>Half Term 2 [22 lessons]</b> Assessment 1-November 6 <sup>th</sup> -17 <sup>th</sup> -some lessons affected- Have based it on students being present for 3/6	<b>Half Term 3 [ 14 lessons]</b> Mocks 2 –Feb 5 <sup>th</sup> -9 <sup>th</sup> -some lessons affected-based on students present for 1/3	<b>Half Term 4 [16 lessons]</b> Mocks 2 –Feb 20 <sup>th</sup> -23 <sup>rd</sup> -some lessons affected -based on students present for 2/3	<b>Half Term 5 [18 lessons]</b>	<b>Half Term 6 [6 lessons]</b>	
<b>Topic</b>	<b>Analysing the Strategic Position of a Business (Internal)</b>	<b>Analysing the Strategic Position of a Business (External)</b>	<b>Choosing Strategic Direction</b>	<b>How to pursue strategies</b>	<b>Managing Strategic Implementation</b>		
<b>Skill</b>	Exam:A01, Knowledge & Understanding, A02 Application, A03 Analysis Non Exam:	Exam: A01, Knowledge & Understanding, A02 Application, A03 Analysis, A04 Evaluation Non Exam:	Exam: A01, Knowledge & Understanding, A02 Application, A03 Analysis, A04 Evaluation Non Exam	Exam: A01, Knowledge & Understanding, A02 Application, A03 Analysis, A04 Evaluation Non Exam	Exam: A01, Knowledge & Understanding, A02 Application, A03 Analysis, A04 Evaluation Non Exam:	Exam: A01 Knowledge & Understanding, A02 Application, A03, Analysis, A04 Evaluation Non Exam:	

<b>Content</b>	<ul style="list-style-type: none"> <li>• Mission, corporate objectives and strategy</li> <li>• Influences on the mission of a business.</li> <li>• The distinction between strategy and tactics</li> <li>• The impact of strategic decision making on functional decision making</li> <li>• The value of SWOT analysis</li> <li>• Analysing the existing internal position of a business to assess strengths and weaknesses</li> <li>• How to assess the financial performance of a business</li> <li>• The value of financial ratios when assessing performance.</li> </ul>	<ul style="list-style-type: none"> <li>• Analysing the external environment to assess opportunities and threats.</li> <li>• Analysing the external environment to assess opportunities and threats: economic change</li> <li>• Reasons for greater globalisation of business</li> <li>• The importance of emerging economies for business</li> <li>• Analysing the external environment to assess opportunities and threats: social and technological</li> <li>• Analysing the external environment to assess opportunities and</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic direction: choosing which markets to compete in and what products to offer</li> <li>• Ansoff matrix</li> <li>• The reasons for choosing and value of different options for strategic direction</li> <li>• Strategic positioning: choosing how to compete</li> <li>• Porter’s low cost, differentiation and focus strategies</li> <li>• Bowman’s strategic clock.</li> <li>• The value of different strategic positioning strategies</li> </ul>	<ul style="list-style-type: none"> <li>• Assessing internationalisation</li> <li>• Reasons for targeting, operating in and trading with international markets</li> <li>• Methods of entering international markets</li> <li>• &gt; Decisions regarding producing overseas include offshoring and re-shoring. &gt; Ways of entering international markets</li> <li>• Managing international business</li> <li>• The impact of internationalisation for the functional areas of the business</li> <li>• Assessing greater use of digital technology</li> </ul>	<ul style="list-style-type: none"> <li>• Managing change</li> <li>• Causes of and pressures for change</li> <li>• The value of change</li> <li>• The value of managing information and knowledge</li> <li>• Barriers to change</li> <li>• How to overcome barriers to change</li> <li>• Managing organisational culture</li> <li>• The influences on organisational culture</li> <li>• The reasons for and problems of changing organisational culture</li> <li>• Managing strategic implementation</li> <li>• The importance of organisational structure in strategic implementation</li> </ul>	
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	<ul style="list-style-type: none"> <li>The value of different measures of assessing business performance</li> </ul>	<p>threats: the competitive environment</p> <ul style="list-style-type: none"> <li>Porter's five forces</li> <li>Analysing strategic options: investment appraisal</li> </ul>	<ul style="list-style-type: none"> <li>The benefits of having a competitive advantage</li> <li>The difficulties of maintaining a competitive advantage</li> <li>Assessing a change in scale - why businesses grow or retrench</li> <li>Issues with managing growth</li> <li>The impact of growth or retrenchment on the functional areas of the business</li> <li>Assessing innovation</li> <li>Types of innovation</li> <li>The value of innovation</li> <li>The ways of becoming an innovative organisation</li> <li>How to protect innovation and intellectual property</li> <li>The impact of an innovation strategy on the functional areas of the business.</li> <li></li> </ul>	<ul style="list-style-type: none"> <li>The pressures to adopt digital technology</li> <li>The value of digital technology</li> <li>The impact of digital technology on the functional areas of the business</li> </ul>	<ul style="list-style-type: none"> <li>The value of network analysis in strategic implementation</li> <li>Difficulties of strategic decision making and implementing strategy</li> <li>Reasons for strategic drift</li> <li>The effect of the divorce between ownership and control</li> <li>The value of strategic planning</li> <li>The value of contingency planning</li> </ul>		
<b>Prior Knowledge Required</b>							
<b>Feedback Points</b>							
<b>Key Questions</b>							
<b>Direct Vocab Instruction</b>							
<b>Standardised Homework</b>							